



QUALITY TRADING SOLUTIONS

## MACD WORLD

Become Part of the  
MACD Community



# MASTERING DIGITALISATION TOGETHER

Availability of data and systems, IT security, flexibility, integration and connectivity - the demands on a future-proof IT landscape are increasing. In addition, the systems should be powerful and user-friendly. Use our know-how for the digitalisation of your trading processes.

For more than 20 years we have been providing solutions for financial IT and have a large and established network of customers and partners that is constantly growing. We currently work with about 100 financial institutions throughout Europe (page 5).

As market leader for trading connectivity in Switzerland we focus on holistic support and fulfill your requirements in the areas of software development, project management, consulting, hosting and support.

# OUR PHILOSOPHY

We are committed and motivated to meet our high quality standards in terms of function, stability and availability of our systems. Our customers trust us.

Our goal is a long-term cooperation with our customers and partners. We maintain regular, personal contact and promote networking and the exchange of knowledge within the MACD community.

We actively support and take into account the different, individual needs of our customers.

# WHAT OUR CUSTOMERS SAY ABOUT US

“  
,With MACD, we have a point of contact for all trading system topics, whether for technical or regulatory issues, hosting or support. Through close cooperation, MACD knows our needs; that simplifies a lot!’

Remo Kunz, Head of Trading/Sales, BEKB | BCBE

,The flexible and straightforward implementation of projects, as well as the customer focus in the ongoing development of the trading system, is what makes MACD a partner that I have been able to count on for more than 10 years.’

Christof Albrecht, Head of Trading and Operations, Reichmuth & Co Privatbankiers (until December 2020)

,All requests are always answered fast, directly and very competently. Thank you very much for that!’

Christopher Jost, Project Manager IT Services, Baloise Bank SoBa

,I would like to thank the whole MACD crew for the friendly, always prompt and competent support. It is a pleasure to work with you.’

Myriam Oesch, Trader, Aargauische Kantonalbank AG

,Very flexible and customer-oriented. Pleasant cooperation. Top service!’

Roland Schneider, Head of Trade, Member of the Board of Directors, St.Galler Kantonalbank

,In addition to the professional competence, we particularly appreciate the solution-oriented, flexible way of thinking and the collegial, uncomplicated handling.’

Vice President, IT Service Provider

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GEORGE  
MACDONALD,  
CEO MACD:  
  
,We believe that sustainable partnerships are based on mutual understanding and trust. We don’t just want to sell a product, we want to develop it further by working with our customers and partners.’



MATTHIAS SCHIESSER,  
HEAD OF ELECTRONIC  
TRADING SOLUTIONS,  
EXECUTIVE DIRECTOR,  
BANK VONTOBEL AG:

*„Vontobel and MACD stand  
for shared values such as  
outstanding service quality  
and innovative products.  
Many innovative solutions  
have been developed  
as a result of the long-  
standing partnership. We  
particularly appreciate the  
uncomplicated cooperation  
and the network that  
comes with the MACD  
Community.“*

## MACD BROKER PROGRAM

Our clients can benefit from the synergies in a variety of areas, including when they connect to a broker who participates in our special programme.

The following MACD brokers are in very close contact with us. They pursue the common goal of offering our customers the best possible service:

- ✓ Allfunds
- ✓ Basler Kantonalbank
- ✓ BEKB | BCBE
- ✓ Credit Suisse
- ✓ ifsam
- ✓ InCore Bank
- ✓ SIX Global Fund Service
- ✓ Vontobel
- ✓ Zürcher Kantonalbank

### ADVANTAGES FOR MACD CUSTOMERS:

- ✓ These brokers pay part of the annual connection costs, which reduces the running costs of MACD customers.
- ✓ We implement minor changes in the respective interfaces free of charge for our customers and offer special broker services.
- ✓ In addition, we maintain intensive contact and look for opportunities to support our joint customers in the best possible way.

## MACD COMMUNITY

We support the discussion on current and forward-looking topics within the MACD network, which benefits all participants. It also influences the early, targeted ongoing development of our products with regard to new requirements within the financial sector.

In particular, our Sales & Account Management team activates communication on MACD-independent topics, e.g. regulations, processes, efficiency gains and IT, in order to develop joint solutions.

Once a year we invite to the MACD Conference in Zurich to enable personal exchange within the community. Besides networking, the focus is on presentations or panels on the topics of the future.

## BECOME PART OF THE MACD COMMUNITY



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## ABOUT MACD

As specialist for electronic trading, MACD has been successfully developing products and services for financial institutions for more than 20 years.

The company is market leader in trading connectivity in Switzerland. More than 60 banks and exchanges across Europe trust in the comprehensive range of services in software development, project management, consulting, hosting and support.

Around 40 IT engineers, computer scientists and economists are working on innovative solutions at locations in England, Germany and Switzerland.

Since 2004 MACD has been a member of the [FIX Trading Community](#), where George Macdonald, CEO MACD has been involved in various roles, including director.

[www.macd.com](http://www.macd.com)